



NATIONAL DELIVERABILITY INDEX

MAKING SURE YOUR DIRECT MAIL REACHES YOUR CUSTOMERS

You invest a great deal of time, money and energy designing high-quality direct mail campaigns. More than likely, you use purchased or leased lists and you know that your direct mail piece is expensive, even before postage is applied.

Then consider the fact that in moves alone, up to 18% of the population shifts every year and you can understand why a list gets old very rapidly.

And an "out-of-date" list can cost you more than delays. It can cost you a customer. With so much at stake, it would be a good idea to invest a few minutes to read the following information and find out how you can ensure quality delivery—even before you send out a mailing.

You'll discover that quality depends on more than your customers' current addresses. The individual components of the list are just as important. What may seem like a minor problem such as missing apartment numbers, rural route box numbers or incorrect ZIP Codes, can cause major delays in delivery and often, these incorrectly addressed mail pieces never reach the target.

HOW TO DETERMINE A QUALITY LIST

One way to ensure a quality list is to insist your vendor supplies the National Deliverability Index (NDI). The NDI process was developed by business leaders and the Postal Service to make mail pieces more deliverable by improving the quality of address content.

After a comprehensive and in-depth analysis of addressing problems, a profile emerged of what specific quality indicators are required for optimum delivery. The National Deliverability Index provides the information you need to evaluate the quality of a list along with other selection criteria.

Even if your supplier is not in the NDI process, there are still ways to evaluate not only the best possible list for your needs but the best possible delivery.

All you have to do is ask your supplier the following six questions about the addresses on the lists:

- Are they matched and standardized against the ZIP+4® file?
- Do they include apartment numbers for accurate delivery?
- Do they include complete rural route and box number information?
- Do they use correct five-digit ZIP Codes?
- Are they updated through National Change of Address (NCOA)?
- Are they deleted when the customer "moved, left no forwarding address"?

HOW EACH FACTOR WILL HELP YOU

1. Addresses matched and standardized against ZIP+4 file

When a list is matched against the ZIP+4 file, street spellings can be corrected and missing directionals (N, S) and suffixes (ST, DR) can be added. When an address doesn't match the ZIP+4 file, there's a chance that mail sent to that address can't be delivered. Another important benefit is standardizing the format of the addresses in the file. Standardized addresses help eliminate duplicates through the merge/purge process.

2. Apartment numbers when required

Delivering your mail without an apartment or suite number can sometimes be impossible. Through NDI, you know how many addresses on a list are lacking this important delivery information.

3. Complete Rural Route and Box Number Information

Like missing apartment numbers, incomplete or missing rural route information can delay or prevent us from delivering your messages. NDI tells you if you need additional information for your rural delivery customers.

4. Correct Five-Digit ZIP Codes

A correct five-digit ZIP Code® is essential to the delivery of Bulk Business Mail. NDI lets you know how many addresses have correct ZIP Codes.

5. National Change of Address (NCOA) Updates

The National Change of Address system gives you the new addresses for customers that have moved. NDI lets you know when the list was updated last.

6. "Moved, left no forwarding address" records removed

These undeliverable addresses are deleted from the list.

THIS SAMPLE WORKSHEET SHOWS YOU HOW EASILY YOU CAN COMPARE LIST QUALITY.

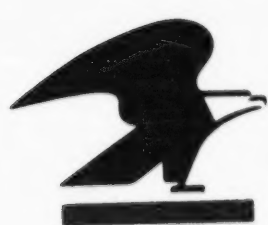
	1. Percent of total addresses that are matched and standardized with ZIP+4.	2. Percent of addresses that contain apartment numbers for addresses destined to apartment buildings identified in the ZIP+4 file.	3. Percent of addresses that contain both Rural/Highway Contract Route and Box No. when destined to Rural/Highway Contract Routes.	4. Percent of total addresses containing correct ZIP Codes that are in accordance with latest USPS city, state and 5-digit file.	5. The most recent date the list was processed and updated through the NCOA system.	6. Have all addresses been deleted for customers who have "Moved and Left No Forwarding Address"?
LIST NAME						
ABC Co.	90%	75%	80%	100%	12/1/88	YES
A & C Co.	97%	80%	95%	98%	1/3/89	NO
B & B Co.	95%	85%	93%	96%	12/20/88	YES

A QUALITY LIST GETS QUALITY DELIVERY

Before you buy or rent lists, you have the right to demand quality. Ask for NDI. Take a little more time to make sure exactly what you get is exactly what you need. It can make the difference between a good direct mail marketing campaign and a great one.

If you are a list vendor, NDI offers you an outstanding opportunity to market the quality of your lists.

For more information contact your U.S. Postal Service account representative or call 1-800-238-3150 (in Tennessee call 1-800-233-0453).



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POSTAL SERVICE™**
WE DELIVER.